

ABSTRACT

5          Digital compressed codes, associated with advertisements  
enable a user to selectively record additional information,  
which would be broadcast on a television channel at a later  
time. The advertisement could be print advertisement or  
broadcast advertisement on television or radio. The user  
10       enters the digital code (I code) associated with an  
advertisement into a unit with a decoding means which  
automatically converts the code into CTL (channel, time and  
length). The unit within a twenty four hour period activates a  
15       VCR to record information on the television channel at the  
right time for the proper length of time. The decoded channel,  
time and length information can be communicated directly to a  
VCR and used by the VCR directly to automatically activate the  
20       VCR to record a given television information broadcast  
corresponding to the communicated channel, time and length.  
Alternately, the channel, time and length information can be  
decoded directly in a remote control unit and only start  
record, stop record and channel selection commands sent to the  
25       VCR at the appropriate times. Algorithms for decoding the I  
codes can be a function of time to ensure security of the  
decoding method. A method is included for use of the I codes  
with cable channels.

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